

Appendices

D. Community Engagement Summary

US 2 Upper Wenatchee Valley Transportation Study

Outreach Summary Draft, last updated 1/15/2020

Background

Project Description

The Chelan Douglas Transportation Council (CDTC) co-led a transportation study of the Upper Wenatchee Valley portion of Highway US 2 in partnership with the Washington State Department of Transportation North Central Region (WSDOT-NCR), Chelan County, LINK Transit and the City of Leavenworth. The primary emphasis of the study was to identify solutions and opportunities related to growing traffic congestion during the summer season, weekends and special events. The study developed ideas to help mitigate traffic congestion, improve safety, and improve accessibility to destinations along US 2 for motorists, pedestrians, cyclists, public transit riders, and emergency responders. The study also evaluated options for improving mobility for long-distance travelers on US 2 and evaluated the potential for improving intercity commuter bus operations through the corridor.

Study Area

The transportation study covered Highway US 2 from Coles Corner to Cashmere.

Schedule of Objectives

DATE	PROJECT OBJECTIVES
DECEMBER 2018 – NOVEMBER 2019	Planning context and data gathering: Convene a Project Advisory Committee (PAC) to ensure a wide variety of perspectives were represented and considered to guide the development of the corridor vision.
FEBRUARY – MAY 2019	Corridor vision development: Developed a vision that balanced community values, priorities and desires for increased and safe mobility in the face of current conditions and future development. Conduct interviews with key stakeholders and appraise stakeholders of opportunities to provide meaningful comments during data collection and corridor vision development.
MAY 2019 – JANUARY 2020	Evaluation of proposed solutions: Work closely with Cashmere, Dryden, Leavenworth and Peshastin communities to develop up to eight different capital improvement alternatives that could ease traffic congestion in the project area.
JANUARY – FEBRUARY 2020	Community update and input gathering: Inform potentially impacted communities about the study as well as its methodology, purpose, guiding principles, and desired outcomes before the Plan is identified. Host a community meeting to connect with community members directly.
TBD 2020	Plan identified:

Public Involvement Overview

Goal

To work directly with the public throughout the process to ensure that the diversity of public concerns and aspirations are understood, considered and are directly reflected (or not) in the final set of solutions and recommendations and why.

Target Audiences

Target audiences included multilingual residents, business owners, farmers as well as school, city and county representatives who live and work throughout the study area.

Methods

In order to ensure a wide variety of perspectives were represented and considered in the course of this study, the outreach team used the following methods to engage target audiences:

- Project Advisory Committee to represent diverse perspectives, English-speaking only.
- Project website to broadcast information in English with some translated content in Spanish.
- Facebook ads to promote project website in English and Spanish.
- Online survey in English and Spanish to confirm draft Guiding Principles met communities' expectations and goals.
- Interactive Social Pinpoint map to share project ideas in English with a one-page synopsis in Spanish.
- Farmers market booth to gauge public response on project ideas using poster boards and sticky notes. Engagement was all in English.
- Community meeting in English, with Spanish interpretation available, to share the draft Plan and engage directly with project area residents to provide opportunity for public comment.

Results

Project Advisory Committee (PAC)

The Project Advisory Committee is comprised of 11 members who represent:

- Chelan County
- Chelan Douglas Transportation Council
- City of Leavenworth
- Link Transit
- Local farmers and growers
- Local residents
- Washington State Department of Transportation
- Emergency service providers

Project website

The US 2 Upper Wenatchee Valley Corridor Transportation Study website engaged transit riders, cyclists, and pedestrians through both the online survey and Social Pinpoint map.

Online survey: The survey received 166 responses.

- 41% from Leavenworth residents

- 9% from Peshastin residents
- 6% from Coles Corner residents
- 4% from Cashmere residents.

Social Pinpoint (SPP): The SPP interactive map with proposed project ideas received 150 comments.

- 115 on Leavenworth projects
- 20 on Coles Corner projects
- 8 on Cashmere projects
- 7 on Peshastin projects

Stakeholder interviews

The outreach team conducted 13 stakeholder interviews with owners or staff of the following festival operators, community groups, and businesses.

- Cascade Medical Center
- Cascade School District
- Dan’s Food Market
- Eagle Creek Winery
- Leavenworth Chamber of Commerce
- Leavenworth Festhalle Civic Center
- NCW Hispanic Chamber of Commerce
- Oktoberfest
- Osprey Rafting Company
- Peshastin Community Council
- Posthotel
- Tierra Village
- Visconti’s Restaurant

Farmers market booth

The project team staffed a booth at the Leavenworth Farmers Market in June 2019.

- 59 people, mostly local residents, engaged with staff and/or visited the booth.
- The Leavenworth segment of the study area received the greatest number of comments.

Discussion and evaluation

The objectives for this project will be met if the following conditions were met.

Conditions	Conditions met?
The project team receives robust comments from diverse perspectives during each opportunity for feedback and this level of engagement is maintained or grown over the lifetime of the project.	Not yet. Most of the comments received were focused on Leavenworth and were all in English. There is opportunity to more meaningfully engage residents of and workers in Coles Corner, Peshastin and Cashmere, particularly those who speak primarily Spanish.
Monitoring press coverage of the project could provide insight into whether the community is aware of and engaged with the project.	Yes. The project team submitted press releases to the Leavenworth Echo, Wenatchee World, NCW Life, and News Wenatchee. In addition, KOHO 101.1 , KPQ , KOZI , and Wenatchee World published articles about the project.
Surveying the PAC members after meetings will help the project team to determine whether members report being heard throughout the	Yes. The project team conducted informal surveys at the end of each meeting and received mostly positive response. When a PAC member had

development of potential solutions and the identification of a preferred option.

additional feedback to provide, the project team followed up with a phone call.

Other project goals to be evaluated upon project completion:

- The public indicates a high level of familiarity with the project during in-person engagement opportunities (e.g. the community open house) and the community feels their input was valued, considered and incorporated into the analysis and development of proposed solutions. Exit interviews from public events could help the team determine whether this objective has been met.
- The Plan identified in February 2020 reflects project stakeholders' vision, priorities and desires for increased mobility and safety in and through the project area for all users.
- The Plan addresses and incorporates a combination of transportation modes (e.g. transit, cycling, pedestrian and individual vehicles).

Recommendations for future engagement

- Broaden the focus and reach of the entire study area to engage residents, farmers and growers in and around Coles Corner, Peshastin and Cashmere.
- Effectively engage Spanish-speaking residents and workers throughout the study corridor.
 - The project team was not able to fully engage Spanish-speaking residents and workers because the majority of the study outreach was during the growing season and workers may have been too busy to engage.
 - Online and in-person engagement with multilingual audiences requires more resources and time. Ideally, the project website would be fully accessible in Spanish moving forward.
 - Finding and utilizing a spokesperson from within the Spanish-speaking community may be helpful in the future.